

## ABSTRACT OF DISCLOSURE

A video image file constituted by video data and attendant data formed by an image pickup device is input to an image service providing apparatus. Image services such as image distribution, medium recording, and printing are described in the attendant data. In the image service providing apparatus, an image service type is specified by a service selecting device on the basis of the attendant data, and a service switching device is switched to output the video data to any one of a distribution device, a recording device, an image forming device, and a video editing device. Therefore, any one of distribution, recording, image formation, and image editing of the video image file can be easily executed.